

# Look Again: Two Words That Can Save Children's Lives

June 5, 2014



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Georgia Department of Early Care and Learning

# Webinar Presenters

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Deputy Commissioner for Programs

Bright from the Start: Georgia Department of Early Care and Learning

Andrew Grundstein

Professor of Geography

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Assistant Commissioner for Child Care Services

Bright from the Start: Georgia Department of Early Care and Learning

# Purpose of the Webinar

- Increase awareness of the dangers of leaving children alone in a vehicle
- Provide information and resources regarding heatstroke
- Enlist support from the community

# Look Again



"Look Again" is DECAL's campaign to remind parents and caregivers of children about the dangers of leaving children unattended in vehicles and about ways to avoid preventable tragedies.

# Look Again Video



# Child Vehicular Heatstroke Deaths: A Real Issue

YEAR	NUMBER	LOCATIONS
2014	1	Clarkston: 2-year-old girl died after becoming trapped inside car for one hour
2013	0	
2012	0	
2011	3	Jonesboro: 2-year-old girl left in daycare van for two hours Kennesaw: 5-month-old girl left in family car for five hours Warner Robins: 3-year-old boy left in family car for one hour
2010	3	Canton: 3-year-old girl left in family mini-van for undetermined time Evans: 6-year-old girl left in family car for undetermined time Monroe County: 18-month-old boy left in family van for 7-8 hours
2009	0	
2008	2	Jackson County: 2-month-old boy left in minivan for two hours Hephzibah: 6-week-old boy left in mom's car for most of the day
2007	2	Stone Mountain: 7-month-old boy left in car for "several hours" Macon: 5 ½-month-old girl left in mother's car for entire day

# Research

Andrew Grundstein  
Professor of Geography  
University of Georgia



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The University of Georgia

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# Why does a car get so hot?



Source: Jan Null; <http://www.ggweather.com/heat/>



# How quickly can a car heat up?

Initial Air Temperature (°F)	100	107	113	129	147
	95	102	108	124	142
	90	97	103	119	137
	85	92	98	114	132
	80	87	93	109	127
	75	82	88	104	122
	70	77	83	99	117
	Time Interval (minutes)				
		5	10	30	60

Source: Grundstein et al. (2010) Quantifying the heat-related hazard for children in motor vehicles. Bulletin of the American Meteorological Society.

# Children are very vulnerable to heat

- A child's thermoregulatory system is less efficient than an adult's.
- Heat stroke may occur when the core body temperature exceeds 104°F.
  - Can lead to death without prompt medical care.
- Deaths have been documented in  $\leq 1$  hour.

# National Perspective

Alexis Kagiliery  
Program Manager  
Safe Kids Worldwide

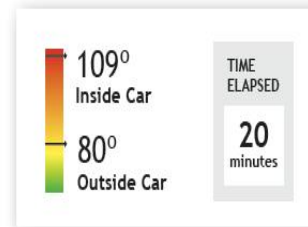


# The Issue

- Leading cause of non traffic vehicular deaths to children.
- Since 1998, 614 children across the United States have died
- One child every 10 days

## DID YOU KNOW?

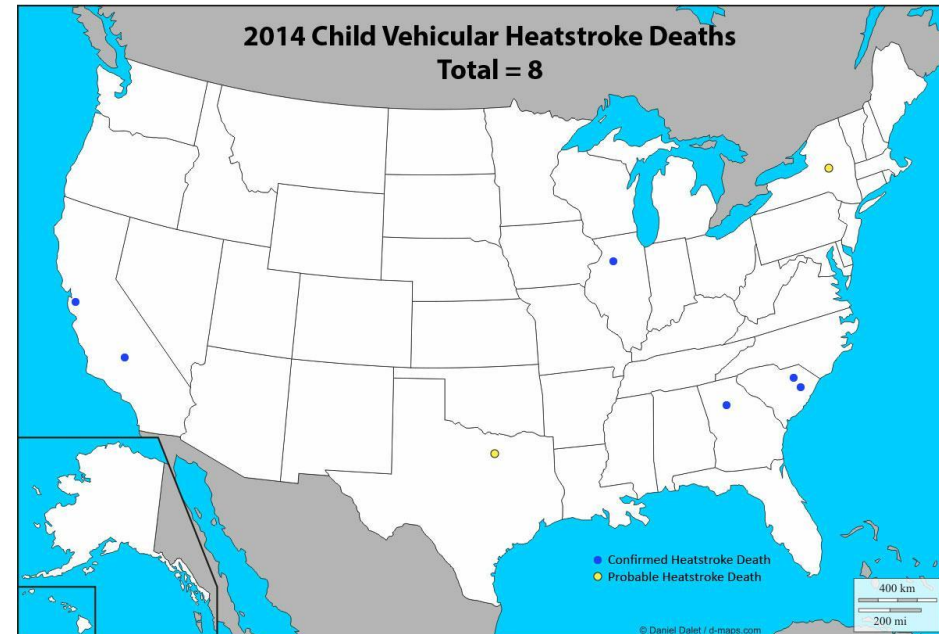
IT CAN TAKE ONLY MINUTES FOR THE INSIDE OF A CAR TO HEAT UP TO DEADLY TEMPERATURES.



*And just one call to save a life.*



# Deaths Occur Throughout the Nation



**Jan Null**  
**Certified Consulting Meteorologist**  
**San Francisco State University**  
Golden Gate Weather: [www.ggweather.com/heat](http://www.ggweather.com/heat)  
Report Incidents: [jnull@sfsu.edu](mailto:jnull@sfsu.edu)

# Why Our Work Matters



**SAFE KIDS**  
WORLDWIDE™

**Never leave your child alone in a car.**

**Remember to ACT**  
A: Avoid heatstroke.  
C: Create reminders.  
T: Take action.

[safekids.org](http://safekids.org)

- 52% - child “forgotten” by caregiver
- 29% - child playing in unattended vehicle
- 18% - child intentionally left in vehicle by adult

## 100% Preventable

- Empower bystanders to “ACT”
- Change the “it can’t happen to me” attitude
- Encourage creating reminders when entering and exiting the car

# Working Together

- Naturally creates accountability
- Increases the reach into the community
- Elevates outreach efforts
- Engages multiple audiences
- Keeps the campaign fresh with others' input and creativity
- Reduces work load to any one person
- Saves lives



# Partners

## Safe Kids Worldwide

- Never Leave Your Child Alone in a Car (NLYCA)

## National Highway Traffic Safety Administration

- Where's Baby, Look Before You Lock

## Alliance of Automobile Manufacturers

- Never Leave Your Child Alone in a Car

## Golden Gate Weather

- Beat the Heat, Check the Backseat

## National Weather Service

- Beat the Heat, Check the Backseat

## Kids and Cars

- Look Before You Lock

## Ray Ray's Pledge

- Look Before You Lock

## 4 R Kids Sake

- Kaitlyn's Law



# How Can Safe Kids Worldwide Help You

- Customizable Press Releases
  - Summer, Fall, Media Event
- Talking Points
- Rapid Response Toolkit
  - One-pager, Press Release, Talking Points
- Badge of Courage Toolkit
  - One-pager, Press Release, Certificate
- Radio Scripts
- Social Media Guide
- Family Advocate Stories
- Video
- Tip Sheet
- FAQs
- Fact Sheet
- Posters
- Print Ads
- Banners
- Postcard
- Model Task Force Guide

The image displays two safety posters. The top poster, titled 'Heatstroke Safety Tips', is green and white. It features a logo of a stylized 'U' with two circles above it. The text reads: 'Heatstroke Safety Tips' and 'Everything you need to know to keep your kids safe from heatstroke.' Below this, it states: 'Babies and young kids can sometimes sleep so peacefully that we forget they are even there. It can also be tempting to leave a baby alone in a car while we quickly run into the store. The problem is that leaving a child alone in a car can lead to serious injury or death from heatstroke. Young children are particularly at risk, as their bodies heat up three to five times faster than an adult's. These tragedies are completely preventable. Here's how we can all work together to keep kids safe from heatstroke.' The poster is divided into three sections: 'Reduce the Number of Deaths from Heatstroke by Remembering to ACT', 'Teach Kids Not to Play in Cars', and 'Go a Step Further: Create Extra Reminders and Communicate with Daycare'. The bottom poster is red and white, titled 'Never leave your child alone in a car.' It features a photo of a young child in a car seat. The text reads: 'Your car heats up faster than you think. Help reduce the number of deaths from heatstroke by remembering to ACT.' Below this, it lists the ACT acronym: 'A: Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute.', 'C: Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination.', and 'T: Take action. If you see a child alone in a car, call 911.'

**Heatstroke Safety Tips**  
Everything you need to know to keep your kids safe from heatstroke.

Babies and young kids can sometimes sleep so peacefully that we forget they are even there. It can also be tempting to leave a baby alone in a car while we quickly run into the store. The problem is that leaving a child alone in a car can lead to serious injury or death from heatstroke. Young children are particularly at risk, as their bodies heat up three to five times faster than an adult's. These tragedies are completely preventable. Here's how we can all work together to keep kids safe from heatstroke.

**Reduce the Number of Deaths from Heatstroke by Remembering to ACT**

- **A:** Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. And make sure to keep your car locked when you're not in it so kids don't get in on their own.
- **C:** Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination. This is especially important if you're not following your normal routine.
- **T:** Take action. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situations. One call could save a life.

**Teach Kids Not to Play in Cars**

- Make sure to lock your vehicle, including doors and trunk, when you're not using it. Keep keys and remote entry fobs out of children's sight and reach.
- Teach kids that trunks are for transporting cargo and are not safe places to play.
- If your child is missing, get help and check swimming pools, vehicles and trunks. If your children are locked in a car, get them out as quickly as possible and dial 911 immediately.

**Go a Step Further: Create Extra Reminders and Communicate with Daycare**

- Create a calendar reminder for your electronic devices to make sure you dropped your child off at daycare.
- Develop a plan with your daycare so that if your child is late, you'll be called within a few minutes. Be especially careful if you change your routine for dropping off children at daycare.

For more information visit [safekids.org](http://safekids.org)

**Never leave your child alone in a car.**

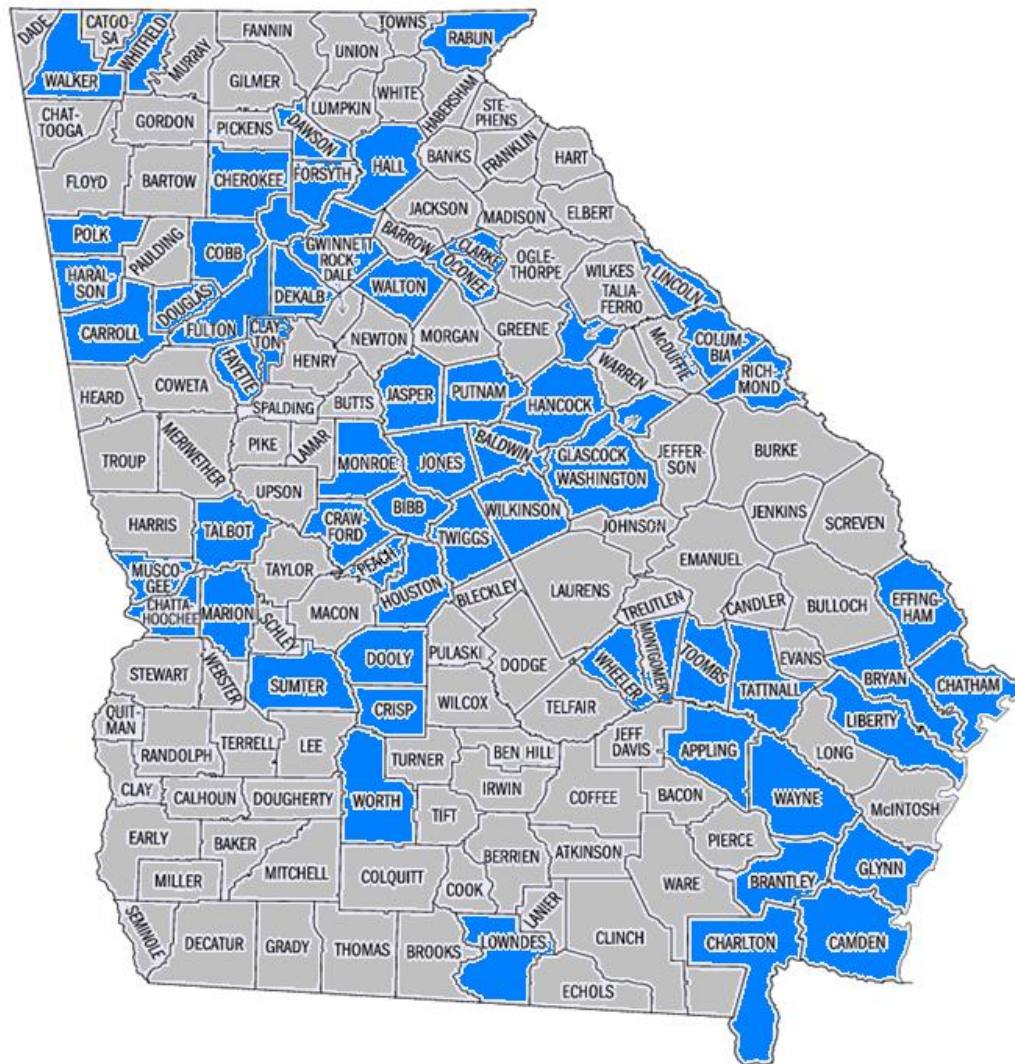
Your car heats up faster than you think. Help reduce the number of deaths from heatstroke by remembering to ACT.

**A:** Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute.

**C:** Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination.

**T:** Take action. If you see a child alone in a car, call 911.

# Georgia Safe Kids Coalitions



# Child Care Services

Kristie Lewis

Assistant Commissioner for Child Care Services



Georgia Department of Early Care and Learning

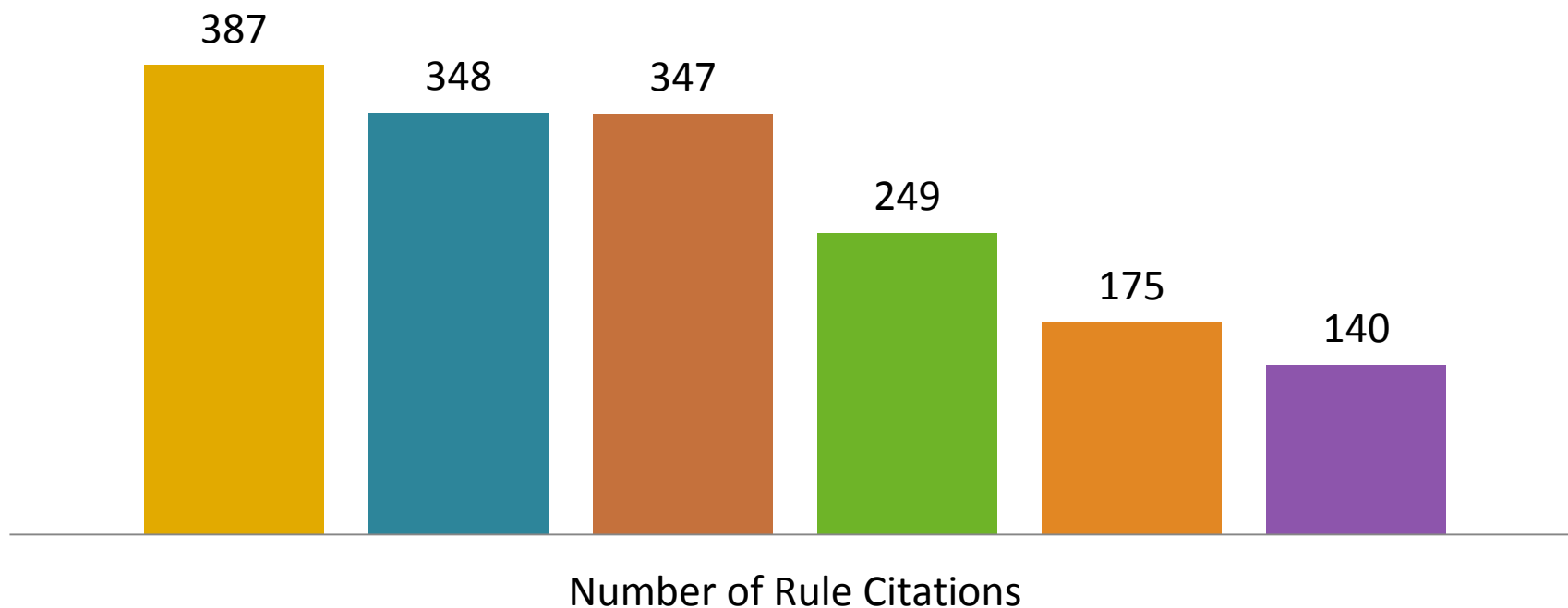
# Recent History of Transportation Rules

- Summer 2011 – Emergency rules enacted due to a child death
- January 2012 – Emergency rules permanently adopted
- Spring 2013 – Requested revisions to transportation rules
- February 2014 – Revised rules adopted
- March 16, 2014 – Revised rules became effective



# Top 6 Rule Citations in Transportation Fiscal Year 2013

- Initials to verify arrival and departure
- Checking the vehicle w/o alarm
- Arrival and departure times
- Load/unload
- Annual safety check of vehicle
- Turning in checklist



# Importance of Compliance

- Transportation is one of 12 core rule categories for child care learning centers.
- The level at which a facility meets the intent of the core rules determines their annual compliance level.
- Providing transportation in a child care setting is a huge responsibility, and many risks must be considered.

# New Regulation for Required Training

- Director and staff participating in transportation services must complete two (2) clock hours of training on transportation procedures and forms on or before June 30, 2015 and at least every two years thereafter.
- Effective July 1, 2015, the Director and staff participating in transportation services must complete two (2) clock hours of transportation training before assuming any duties related to the transportation of children and at least every two years thereafter.



# Four Components Must be Covered in Transportation Training

- Vehicle safety
- Driver Requirements
- Procedures for checking vehicle to ensure no child is left
- Transportation forms

# Free Online Transportation Training

- The online, two-hour transportation training by ProSolutions is free for everyone.
- The training is state approved and meets transportation training requirements.
- The training provides a full overview of the transportation rules and regulations.
- The training is available in English and Spanish.
  - English Version  
[www.prosolutionstraining.com/TSafety](http://www.prosolutionstraining.com/TSafety)
  - Spanish Version  
[www.prosolutionstraining.com/TSafetyES](http://www.prosolutionstraining.com/TSafetyES)

# Contact Us

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